

NEWS RELEASE

*For immediate release:
March 4, 2002*

*Contact: Gina Kazimir, President
PR Right Now, Inc.
410-420-8679 / 410-459-8765 cell
gkazimir@prrightnow.com*

Taking On the Big Boys: PR Right Now, Inc. Uses the Web to Transform Delivery of PR Services

(Bel Air, MD) -- A radical concept in public relations was unveiled today. PR Right Now Inc. introduced an interactive website that transforms the way companies buy written marketing and communications materials, rendering the old method of rounds of meetings, multiple drafts and endless revisions obsolete.

The site, **www.prrightnow.com**, provides access to a full line of custom marketing and communications writing services delivered within 24 to 72 hours at an extremely high level of quality. The site delivers news releases, brochures, newsletters, speeches and business letters at significant savings compared to traditional in-house or agency work.

“Our goal is to do for public relations what amazon.com did for book sales and eBay did for auctions,” says Gina Kazimir, the company’s president. “There’s no reason that high-quality public relations services can’t be provided quickly and affordably, and we’re going to prove it.”

A recent study by The Institute for Public Relations showed that 53 percent of PR pros said “the Internet’s ability to deliver information immediately has raised client expectations and increased pressure to push communications out the door quickly.” PR Right Now can help do that.

Using PR Right Now’s proprietary submission form, organizations literally can order their materials and pay online with their credit card using the latest secure server technology. In as little as 24 hours, an organization can have a ready-to-go news release. Prices start at just \$150. News releases done by traditional agencies usually cost anywhere from \$300 to \$2,000 or more.

“The world is moving at the speed of light and it’s time for PR to catch up,” says Kazimir. “There will always be a place for traditional PR, but the reality is that many companies – including advertising and PR agencies – often just need a news release or letter or speech written right now. They need it written right the first time. And they don’t want or need to meet with you four times to do it. That’s where we come in.”

Future plans for the site include offering assistance on targeting the distribution of press releases and other written material, as well as on-line advice for handling communications crises, case studies and a peer to peer Q&A section. The site’s creators, Gina Kazimir and Philip Hosmer, are award-winning communications professionals with a combined 35 years of experience working for major corporations, non-profits and newspapers and magazines.

“This is the next evolution of public relations,” says Hosmer, the vice president of PR Right Now. “The Internet truly can transform the delivery of services, as we have seen in government, law, medicine, the mass media, retail and auctions. Now, we’re going to do it for PR.”

###